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APPLICATION NO.	FILING DATE	FIRST NAMED INVENTOR	ATTORNEY DOCKET NO.	CONFIRMATION NO.
10/670,545	09/24/2003	Yuan Che Hsieh	INFN0002	5491

25235 7590 08/31/2005
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EXAMINER

KINDRED, ALFORD W

ART UNIT	PAPER NUMBER
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2163

DATE MAILED: 08/31/2005

Please find below and/or attached an Office communication concerning this application or proceeding.

Office Action Summary

Application No.

10/670,545

Applicant(s)

HSIEH ET AL.

Examiner

Alford W. Kindred

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-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address --

Period for Reply

A SHORTENED STATUTORY PERIOD FOR REPLY IS SET TO EXPIRE 3 MONTH(S) FROM THE MAILING DATE OF THIS COMMUNICATION.

- Extensions of time may be available under the provisions of 37 CFR 1.136(a). In no event, however, may a reply be timely filed after SIX (6) MONTHS from the mailing date of this communication.
- If the period for reply specified above is less than thirty (30) days, a reply within the statutory minimum of thirty (30) days will be considered timely.
- If NO period for reply is specified above, the maximum statutory period will apply and will expire SIX (6) MONTHS from the mailing date of this communication.
- Failure to reply within the set or extended period for reply will, by statute, cause the application to become ABANDONED (35 U.S.C. § 133). Any reply received by the Office later than three months after the mailing date of this communication, even if timely filed, may reduce any earned patent term adjustment. See 37 CFR 1.704(b).

Status

- 1) ☒ Responsive to communication(s) filed on 17 August 2005.
- 2a) ☐ This action is **FINAL**. 2b) ☒ This action is non-final.
- 3) ☐ Since this application is in condition for allowance except for formal matters, prosecution as to the merits is closed in accordance with the practice under *Ex parte Quayle*, 1935 C.D. 11, 453 O.G. 213.

Disposition of Claims

- 4) ☒ Claim(s) 1-17,33-36,40 and 41 is/are pending in the application.
- 4a) Of the above claim(s) _____ is/are withdrawn from consideration.
- 5) ☐ Claim(s) _____ is/are allowed.
- 6) ☒ Claim(s) 1-17,33-36,40 and 41 is/are rejected.
- 7) ☐ Claim(s) _____ is/are objected to.
- 8) ☐ Claim(s) _____ are subject to restriction and/or election requirement.

Application Papers

- 9) ☐ The specification is objected to by the Examiner.
- 10) ☐ The drawing(s) filed on _____ is/are: a) ☐ accepted or b) ☐ objected to by the Examiner.
Applicant may not request that any objection to the drawing(s) be held in abeyance. See 37 CFR 1.85(a).
Replacement drawing sheet(s) including the correction is required if the drawing(s) is objected to. See 37 CFR 1.121(d).
- 11) ☐ The oath or declaration is objected to by the Examiner. Note the attached Office Action or form PTO-152.

Priority under 35 U.S.C. § 119

- 12) ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
- a) ☐ All b) ☐ Some * c) ☐ None of:
1. ☐ Certified copies of the priority documents have been received.
2. ☐ Certified copies of the priority documents have been received in Application No. _____.
3. ☐ Copies of the certified copies of the priority documents have been received in this National Stage application from the International Bureau (PCT Rule 17.2(a)).

* See the attached detailed Office action for a list of the certified copies not received.

Attachment(s)

- 1) ☒ Notice of References Cited (PTO-892)
- 2) ☐ Notice of Draftsperson's Patent Drawing Review (PTO-948)
- 3) ☐ Information Disclosure Statement(s) (PTO-1449 or PTO/SB/08)
Paper No(s)/Mail Date _____.
- 4) ☐ Interview Summary (PTO-413)
Paper No(s)/Mail Date. _____.
- 5) ☐ Notice of Informal Patent Application (PTO-152)
- 6) ☐ Other: _____.

DETAILED ACTION

1. This action is responsive to communications: After-final amendment filed on 08/17/05.

Claim Rejections - 35 USC § 103

2. The following is a quotation of 35 U.S.C. 103(a) which forms the basis for all obviousness rejections set forth in this Office action:

(a) A patent may not be obtained though the invention is not identically disclosed or described as set forth in section 102 of this title, if the differences between the subject matter sought to be patented and the prior art are such that the subject matter as a whole would have been obvious at the time the invention was made to a person having ordinary skill in the art to which said subject matter pertains. Patentability shall not be negated by the manner in which the invention was made.

3. Claims 1-17, 33-36, and 40-41 are rejected under 35 U.S.C. 103(a) as being unpatentable over Shaffer et. US# 2004/0199506 A1 in view of Mehldahl, US# 2005/0055289 A1.

As per claims 1, 9 Shaffer et al. teaches "one or more reference records within the reference record databases, each reference record providing an association between business information and spatial data for a specific channel participant" (see paragraphs [0061], [0146], and [0240]) "transaction data related to at least one channel participant . . . accessing one or more candidate reference records using spatial and business data . . ." (see paragraphs [0061] and [0116]) "a spatial matching mechanism for matching a subset of the candidate reference records to the transaction data" (see paragraphs [0061] and [0149] and [0064]). Shaffer et al. does not explicitly teach "a candidate identification . . . more than one candidate reference record from one of the reference record databases . . .". Mehldahl teaches "a candidate identification . . . more

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than one candidate reference record from one of the reference record databases . . .”.

It would have been obvious at the time of the invention for one of ordinary skill in the art to have combined the teachings of Shaffer and Mehldahl, because using the steps of “a candidate identification . . . more than one candidate reference record from one of the reference record databases . . .”, would have given those skilled in the art the tools to associate reference data with a identification element. This gives users the advantage of process business data more efficiently.

As per claim 2, Shaffer et al. teaches “a consumer of the product who receives the product from the distribution channel” (see paragraphs [0064] and [0122]).

As per claims 3-4, Shaffer et al. teaches “a producer of the product who places the product in the distribution channel” (see paragraphs [0046] and [0115]).

As per claim 5, Shaffer et al. teaches “a reseller such as a dealer, agent, branch and the like” (see paragraphs [0122]).

As per claims 6-7, Shaffer et al. teaches “a geo-coding mechanism operable to determine street-level spatial data from the transaction data” (see paragraphs [0061] and [0116]).

As per claim 8, Shaffer et al. teaches “determines location information from the transaction data” (see paragraph [0116]).

As per claims 10-12, Shaffer et al. teaches “a reference identifier identifying the channel participant; a business name; and spatial information with predetermined accuracy” (see paragraphs [0146]-[0149]).

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As per claims 13-15, Shaffer et al. teaches "a lexical matching process operable to correlate non-spatial data in the transaction record with non-spatial data in the candidate reference records . . ." (see paragraphs [0061] and [0116]).

As per claims 16-17, Shaffer et al. teaches a selection process operable to select a candidate reference record based on the generated score exceed a pre-selected threshold vale . . ." (see paragraphs [0120], [0122] and [0182]).

As per claims 33-34, this claim is rejected on grounds corresponding to the arguments given above for rejected clam 1 and is similarly rejected including the following:

--Shaffer et al. teaches "geo-coding location data within the transaction record to determine a spatial identifier . . ." (see paragraphs [00061] and [0182]).

As per claim 35, this claim is rejected on grounds corresponding to the arguments given above for rejected claims 13-14 and are similarly rejected.

As per claim 36, this claim is rejected on grounds corresponding to the arguments given above for rejected claims 10-11 and are similarly rejected.

As per claims 40-41, these claims are rejected on grounds corresponding to the arguments given above for rejected claim 1 and are similarly rejected, Shaffer et al. does not explicitly teach "a learning." Mehlidahl teaches "a learning database" (see paragraph [0008]-[0009] and [0059]). It would have been obvious at the time of the invention for one of ordinary skill in the art the ability to implement a database (i.e. Learning database) to track and associate transactions which is implied in applicant's

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claim language. This gives users the ability to process transaction data in a database environment faster.

Response to Arguments

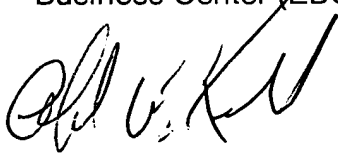
4. Applicant's arguments with respect to claims 1-17, 33-36, and 40-41, have been considered but are moot in view of the new ground(s) of rejection.

Conclusion

5. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Alford W. Kindred whose telephone number is 571-272-4037. The examiner can normally be reached on Mon-Fri 9:00 am- 5:00 pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Safet Metjahic can be reached on (571) 272-4023. The fax phone number for the organization where this application or proceeding is assigned is 703-872-9306.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).



Alford W. Kindred
Patent Examiner
Tech Ctr. 2100